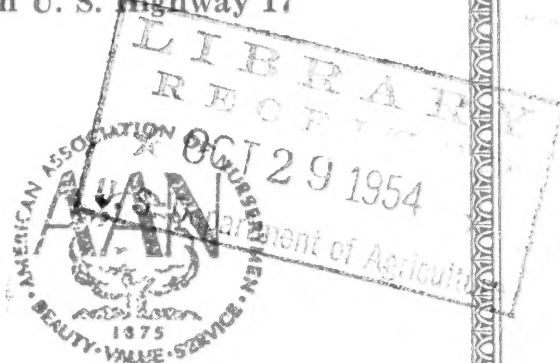


# GOOCHLAND NURSERIES, INC.

Telephone Fort Meale 4-5401

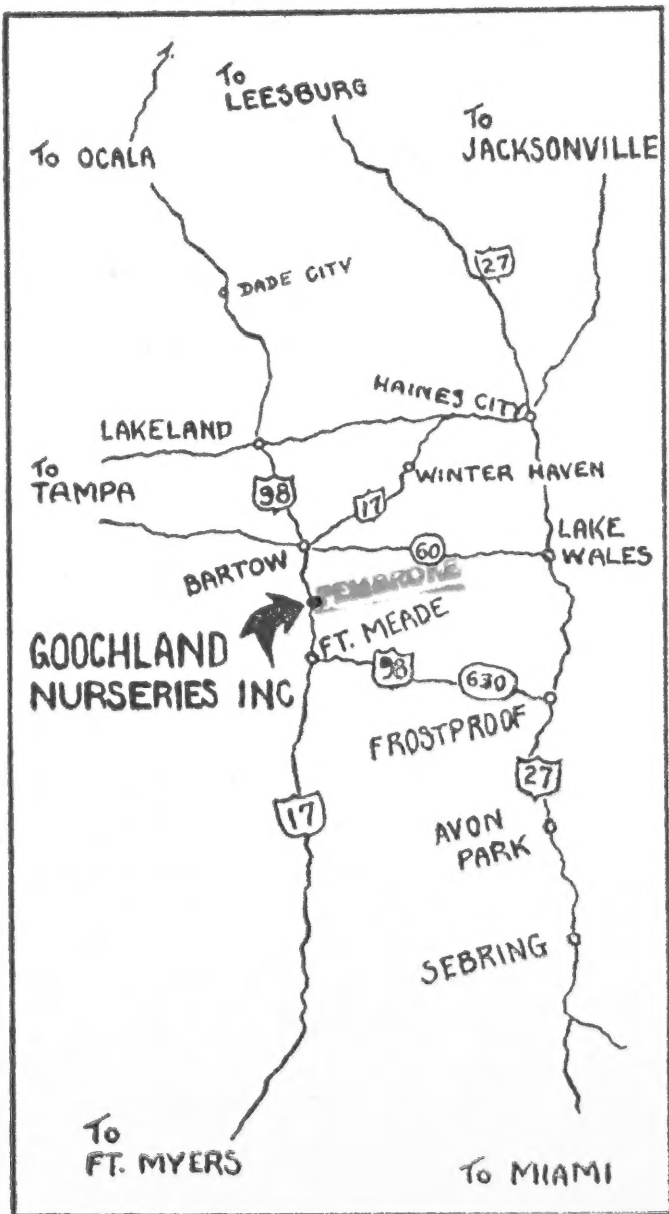
PEMBROKE, FLORIDA

Two Miles North of Fort Meade  
on U. S. Highway 17



WHOLESALE PRICE LIST  
OCTOBER 1954

"Home of Quality Grown Plants"



## LOCATION

Our nursery is located on the east side of U. S. Highway 17, just two miles north of Fort Meade.

This is the main highway from Jacksonville to Fort Myers. U. S. 27 from the North comes into U. S. 17 at Haines City, and from the South or Miami area intercepts with U. S. 98, which connects with 17 at Fort Meade. Go north on 17 right to our nursery.

Florida 60 starts in Tampa area through Bartow and Lake Wales to Vero Beach, and crosses U. S. 17 at Bartow.

We are easy to find. Just give it a try sometime. I will be happy to have you visit us and look over the good quality stock we have to offer the trade.

Sincerely,

ED BROWN

## **SALES AND CONDITIONS**

**PRICES:** The prices listed herein are for our wholesale trade only. They are based on quality of stock and current conditions. 5 egg cans at 10 rate; 50 egg or gallon at 100 rate. Quotations gladly given in 1,000 lots of one variety. Liners are priced per 100 of not less than 25 of one variety. Prices subject to change without notice.

**TERMS:** Cash at time of sale except those with established credit. Discount on orders amounting to \$100.00 or more when picked up by your truck at our nursery, except when special quotations are made.

**PACKING:** We are only equipped to pack liners out of 2½" and 3" pots. There are put in paper cups, packed in specially designed boxes of 50, 2½" pots or 36, 3" pots. Please order liners in multiples of either of the above. Shipped as you direct.

**DELIVERY:** We deliver via our truck when order amounts to \$2.00 for each mile of distance from our nursery to yours. We are glad to split a load with other nurseries in your area.

**CAUTION:** We accept all orders on condition that they shall be void should the stock become damaged in any way prior to shipping.

**GUARANTEE:** We warrant to the extent of the purchase price that our nursery stock sold is true to name and as described within recognized tolerances. Seller gives no other or further warranty, express or implied; and will under no circumstances be liable for more than the invoice value at the time of purchase.

# CONTAINER GROWN NURSERY STOCK

	Per 10	Per 100
<b>ALLAMANDA Hendersoni</b>		
Gallon can .....	6.00	50.00
Egg can .....	16.00	150.00
<b>ALLAMANDA Nerifolia</b>		
Gallon can .....	6.00	50.00
<b>ARAUCARIA Excelsa</b>		
Plantainers .....	40.00	
<b>ARBORVITAE Aurea Nana</b>		
Gallon can .....	6.50	55.00
Egg can .....	17.50	
<b>ARBORVITAE Bakerii</b>		
Gallon can .....	6.50	55.00
Egg can .....	17.50	
<b>AUSTRALIAN Pine (Cunninghamiana)</b>		
Qt. can .....	3.00	22.50
Egg can .....	15.00	
<b>BARLERIA Cristata</b>		
Gallon can .....	6.00	50.00
<b>BAUHINIA Alba</b>		
Egg can .....	20.00	
<b>BAUHINIA Variegata</b>		
5 Qt. can .....	10.00	
Egg can .....	20.00	

**BIGNONIA Venusta**

Gallon can (staked) .....	8.50	75.00
Egg can (trellis) .....	25.00	

**BUXUS Japonica**

Gallon can .....	6.00	50.00
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**CALLIANDRA Red**

Gallon can .....	7.50	60.00
Egg can .....	17.50	

**CALLIANDRA White**

Gallon can .....	10.00	
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**CALLISTEMON Citrinus**

Egg can .....	25.00	
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**CALLISTEMON Lanceolata**

Gallon can .....	7.50	
Egg can .....	20.00	

**CALLISTEMON Rigidus**

Gallon can .....	7.50	
Egg can .....	20.00	

**CARISSA Grandiflora**

Gallon can .....	7.50	60.00
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**CATTLEYA Guava Red**

Gallon can .....	6.00	50.00
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**CEDRUS Deodara**

Gallon can .....	6.50	55.00
Egg can .....	17.50	

**CEREUS Peruvianus (Cactus)**

Gallon can .....	10.00	
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**CHALCAS**

Gallon can .....	7.50	65.00
Egg can .....	17.50	

**CHERRY Laurel**

Egg can     3-4' .....	25.00	
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**CLEYERA Japonica**

Gallon can .....	7.50	
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**CONFEDERATE Jasminum**

Gallon can (staked) .....	12.50	100.00
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**CRAPE Myrtle Red**

Gallon can .....	6.00	50.00
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**CRAPE Myrtle White**

Gallon can .....	6.00	50.00
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**CRYSOPHYLLUM Oliviforme (Satin Leaf)**

Gallon can .....	10.00	
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**CUPHEA Hyssopifolia**

Qt. can .....	4.00	35.00
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**DAY LILIES**

Gallon can .....	6.00	
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**DRACAENA, Red Leaf**

Gallon can .....	12.50	
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**DURANTA Improved**

Gallon can .....	6.00	50.00
Egg can .....	16.00	

**DURANTA White**

Gallon can .....	6.00	50.00
Egg can .....	16.00	

**FATSIA Japonica**

Gallon can .....	10.00	
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**FICUS Nitida**

Gallon can .....	10.00	
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Egg can .....	25.00	
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6 Gallon can .....	40.00	
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**FICUS Pandurata**

5" pot .....	12.50	
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5 Qt. can .....	17.50	
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Egg can .....	30.00	up
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**FICUS Phillipinsis**

Gallon can .....	12.50	
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Egg can .....	25.00	up
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**GRAFTED Gardenias**

Gallon can .....	12.50	115.00
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Egg can .....	25.00	up
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Belmont		
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Coral Gables		
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Daisy Hill		
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Glazeri		
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McLellan's		
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Perfection		
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Radicans		
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U. S. No. 1		
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Veitchii		
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**GREVILLEA Robusta**

Gallon can .....	6.00	50.00
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Egg can .....	16.00	
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**HYDRANGEA**

Gallon can .....	7.50	
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**ILEX East Palatka**

Gallon can (with berries) .....	10.00	
Egg can (with berries) .....	25.00	

**IXORA Coccinea**

Gallon can .....	7.50	60.00
Egg can .....	17.50	

**JACARANDA**

5 Qt. can .....	10.00	
Egg can .....	20.00	

**JASMINUM Illicifolium**

Gallon can .....	6.00	50.00
Egg can .....	16.00	150.00

**JASMINUM Pubescens**

Gallon can .....	6.00	50.00
Egg can .....	16.00	150.00

**JASMINUM Simplicifolium**

Gallon can .....	6.50	55.00
Egg can .....	16.50	155.00

**JUNIPER Conferti**

Gallon can 12-15" .....	7.50	
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**JUNIPER Hetzi**

Gallon can 12-15" .....	7.50	
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**JUNIPER Pfitzeri**

Gallon can 12-15" .....	7.50	
Egg can 18-24" .....	17.50	

**JUNIPER Spiney Greek**

Gallon can .....	7.50	
Egg can .....	20.00	

**JUNIPER Sylvestris**

Gallon can 12-18" .....	7.50	
Egg can 2-3' .....	17.50	

**LIGUSTRUM Iwata**

Egg can 18-24" .....	15.00	
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**LIGUSTRUM Lucidum**

Egg can 2-3' .....	16.50	
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**LIGUSTRUM Variegated**

Egg can 2-3' .....	16.50	
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**LOQUAT (Eriobotrya Japonica)**

Egg can .....	25.00	
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**MAGNOLIA Grandiflora**

Gallon can .....	8.50	75.00
Egg can .....	25.00	

**MALPIGHIA Coccigera**

Qt. can .....	4.00	35.00
Gallon can .....	7.50	65.00

**MELALEUCA**

Gallon can .....	5.00	40.00
Egg can .....	15.00	125.00

**OLEANDER Single Light Pink  
Double Pink**

Gallon can .....	6.00	50.00
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**PALMS Neanthe Bella**

3" pot .....	3.00	25.00
4" pot (3 plants) .....	7.50	60.00

**PALMS Livistona (Chinese Fan)**

Gallon can .....	10.00
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**PALMS Cycas Revoluta (Sago)**

Egg can .....	35.00
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**PALMS Phoenix Reclinata**

Egg can .....	30.00
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**PALMS Phoenix Roebeleni**

Qt. can .....	4.00	35.00
Gallon can .....	7.50	65.00
Egg can .....	20.00	
B&B 3-4' .....	45.00	

**PALMS Ptychosperma MacArthuri**

Egg can .....	45.00
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**PALMS Thrinax**

12" pots 24-30" .....	35.00
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**PHILODENDRON Hastatum**

Crimp can (On Slabs) .....	15.00
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**PHILODENDRON Sellome**

Crimp can .....	15.00
Egg can .....	45.00

**PITTOSPORUM Tobira**

Gallon can 12-18" .....	8.50
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<b>PITTOSPORUM Variegated</b>		
Gallon can 8-12" .....	8.50	75.00
<b>PODOCARPUS Maki</b>		
Gallon can .....	7.50	60.00
Egg can 2-3' .....	20.00	
Egg can 3-4' .....	25.00	
<b>PYRACANTHA Formosanna</b>		
Gallon can (Staked) .....	10.00	
<b>POINSETTIA Double</b>		
Gallon can .....	7.50	
<b>ROYAL Poinciana</b>		
5 Qt. can .....	10.00	
<b>ROSE Louis Philippe</b>		
Gallon can .....	7.50	60.00
<b>ROSA Rouletti</b>		
Qt. can .....	4.00	35.00
<b>SCHEFFLERA</b>		
Gallon can 24-30" .....	10.00	
Egg can 2-3' .....	25.00	
<b>SPIREA Double</b>		
Gallon can .....	7.50	
<b>THRYALLIS Glauca</b>		
Gallon can .....	6.00	50.00
<b>THUNBERGIA Grandiflora</b>		
Gallon can .....	10.00	

**TREE Fern**

Gallon can ..... 12.50

Egg can ..... 30.00

**TIBOUCHINA Semidecandra**

Gallon can ..... 7.50

**VIBURNUM Odoratissimum**

Gallon can ..... 6.00 50.00

**VIBURNUM Suspensum**

Gallon can ..... 6.00 50.00

5 egg cans at 10 rate

50 egg or gallon at 100 rate.

**CAMELLIAS**

Alba Plena, Chandlier Elegans, Empress, Harlequin, Pink Perfection, Pope Pius, Monarch, Otome, Herme, Prof. Sargent, Gigantea.

Gallon can ..... \$1.25

Egg can ..... \$3.50

C. M. Hovey, Debutante, Mathotiana Rubra, Rosea Superba, Rose Dawn.

Gallon can ..... \$1.50

Egg can ..... \$4.00

**CAMELLIA SASANQUA** — We have a good quantity of these in assorted varieties, heavily budded.

5 Qt .can ..... \$1.25

Egg can ..... \$2.50

## AZALEAS

**BELGIAN** — We have a few varieties of these in gallon cans at \$1.00 and \$1.25 in quantities of 25 plants.

**KURUME** and **PERICATS** — Christmas Cheer, Coral Bell, Pinocchio, Sweetheart Supreme, Snow.

	<b>Per 10</b>
Gallon can 4- 8" .....	\$ 7.50
Gallon can 8-12" .....	\$10.00

**INDICA** — Coccinea Major, Duc de Rohan, Fielders White, Crimson Pink, Fishers Pink, Formosa, Geo. Franc, Glory of Sunninghill, Ivoryana, Magnolia White, Mrs. G. G. Gerbing, Moss Point Red, New White, Pride of Mobile, Pride of Summer-ville, Prince of Orange, Sublanceolata, Southern Charm.

All of our Azaleas are in gallon and crimp cans. Real nice bushy plants with plenty of buds, sold in quantities of not less than 10 of a variety.

	<b>Per 10</b>	<b>Per 100</b>
Gallon can 8-12" .....	4.50	40.00
Gallon can 12-18" .....	7.50	65.00

## FRUIT TREES

AVOCADO — Lula, Hall, Yon, Taylor, Fuchs, Walden, Winter Mex., Tonnage. Egg can, \$2.50. In lots of 25, \$2.25 each; 100, \$2.00 each. Not less than five of one variety.

CITRUS — We have a large assortment of very nice trees, some with fruit, all in egg cans at \$2.50 each. In lots of 25, \$2.25 each; 100, \$2.00 each.

GRAPES, LAKE EMERALD — These are extra nice plants. Egg cans \$3.00 each.

RASPBERRY, MYSORE — Gal. 75c; Egg \$2.00.

## HIBISCUS

We carry a large quantity of own root and grafted Hibiscus in a large assortment of varieties, in liners, gallons, and egg cans. Write for our list of stock available.

## LINERS

Out of 2½-inch Pots

	per 100
ALLAMANDA HENDERSONI .....	\$20.00
ALLAMANDA NERIFOLIA .....	20.00
AUSTRALIAN PINE	
(Cunninghamiana) 2¼" .....	16.00
BUXUS JAPONICA .....	17.50
CATTLEYA GUAVA, RED .....	17.50
CALLISTEMON CITRINUS .....	17.50
CEREUS PERUVIANUS (Cactus) .....	20.00
CLEYERA JAPONICA .....	17.50
CHERRY LAUREL .....	17.50
CROTONS ASSORTED .....	17.50
CUPHEA Hyssopifolia .....	20.00
DURANTA PLUMIERI, HYBRID .....	20.00
DURANTA WHITE .....	20.00
EUGENIA HOOKERIANA .....	17.50
FICUS NITIDA .....	17.50
FICUS PHILLIPINSIS .....	20.00
GARDENIA THUNBERGIA .....	25.00
ILEX, BURFORDI .....	17.50
ILEX, EAST PALATKA .....	17.10
IXORA COCCINEA .....	17.50
JASMINUM ILLICIFOLIUM .....	17.50
JASMINUM PUBESCENS .....	17.50
JASMINUM SIMPLICIFOLIUM .....	17.50
JUNIPER SYLVESTRIS .....	20.00
LANTANA, SELLOWIANA .....	17.50
MALPIGHIA COCCIGERA .....	18.00
OLEANDER, DBL. PINK .....	17.50



OLEANDER, SINGLE PINK .....	17.50
OLEANDER, SEMI-DBL. WHITE .....	17.50
PALM, LIVISTONA 3" .....	25.00
PALM, PHOENIX RECLINATA .....	20.00
PENTAS, WHITE .....	17.50
PODOCARPUS MAKI (Cutting grown) .....	20.00
PODOCARPUS MAKI (Seedling grown) .....	17.50
PITTOSPORUM TOBIRA .....	20.00
PYRACANTHA FORMOSANNA .....	20.00
ROSA ROULETTI .....	17.50
SERISSA FOETIDA .....	17.50
SEVERINIA BUXIFOLIA (Seedlings) .....	17.50
TIBOUCHINA Semidecandra .....	20.00
THUNBERGIA GRANDIFLORA .....	20.00
VIBURNUM ODORATISSIMUM .....	17.50
VIBURNUM SUSPENSUM .....	17.50





